

*Fort Buchanan, Puerto Rico*



COMMERCIAL  
SPONSORSHIP  
OPPORTUNITIES



## Fort Buchanan

### Directorate of Family and Morale, Welfare and Recreation

Army DFMWR is a comprehensive network of support and leisure services designed to enhance the lives of Soldiers (Active, Reserve, and Guard), their Families, civilian employees, military retirees and other eligible participants. Over 250 employees strive to deliver the highest quality programs and services at Fort Buchanan -- from family, child and youth programs to recreation, sports, entertainment, travel and leisure activities. Army DFMWR exists because the U.S. Army is committed to the well-being of the community of people who serve and stand ready to defend the nation.

### Commercial Sponsorship and Paid Advertising Program

Increase your company's awareness and sales by targeting the viable military market.

Commercial Sponsorship plays a vital role in DFMWR activities in Fort Buchanan. The sponsorship program is a positive partnership between the government and private sector, designed to meet your business goals while fulfilling our program needs. Potential sponsors have a wide variety of events to choose from, to effectively target their demographics and showcase products and services. Sponsorship can come in the form of check, or goods and services (in-kind).

Sponsorship & Advertising revenues are used to support vital DFMWR programs at Army installations including childcare, fitness and recreation opportunities for soldiers and families and also DFMWR events including special holidays celebrations and festivals. We can also customize an advertising or sponsorship package to achieve your company's goals.

#### Sponsors benefit from:

- advertising in Fort Buchanan's DFMWR Caribbean 12 page monthly publication with a distribution of 4,000 copies within the installation, and off post federal agencies.
- public address recognition.
- display of products, product sampling, banners, posters or table tents.
- the opportunity to introduce new products to the community.
- reinforce brand recognition and loyalty.
- high profile visibility.
- opportunities to participate in the events/programs.

#### Fort Buchanan Population profile:

(as of 19 SEP 2007/ Source: DEERS Data from the Medical Information System DMIS)

Army Military	698
Civilians (Contractors & Others)	1971
Total Base Population	2230
Reserve Component	2073
Dependents of Active	2815
Dependent of Reserve Component	5925
Retirees	4889
Dependents of Retiree	9401
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Total	30,002

**NOTE:** An average of 160,000 vehicles enter the installation monthly, based on statistical data from traffic control at the installation's gates.





## Sponsorship Opportunities

### 4th of July Independence Day Celebration

This is the largest community event in the installation with an attendance of approximately 8,000 people.

The highlights of the day are a Parade, music by Popular Local Bands, Entertainers, and a Grand Fireworks display. It is also the event with the most participation of concessionaires and commercial sponsorship. People related to the military community from all parts of the island take part of the games, carnival rides, competitions and entertainment. There are sponsorship opportunities with \$600 in cash, and/or in-kind goods for drawing prizes. The event offers a great opportunity for exposure of the sponsoring company's logo/services before, and after the event in all the promotions through various post media. The total cost of the event is approximately 60K.



### Post Library Story/Craft Hour

The installation's Library offers a monthly story/craft hour for pre-school children from the community. It has had a consistent attendance of approximately 30 children accompanied by a parent. Every month the stories/crafts themes are related to the month's ethnic observance celebrations or special holidays. There is a sponsorship opportunity of \$1,800 to provide crafts materials for all the year's story/craft sessions. The sponsoring company's logo will be featured in the DFMWR Caribbean's (monthly 12 page publication) Library page and all other promotional material for the events. The cost of each story time for the Library is approximately \$300.

### Holiday Tree Lighting Celebration

This event officially begins the Holiday season in the Garrison with a Community Tree Lighting ceremony. In the past three years food kiosks, children's inflatable games, Santa and the Three Kings visit, a community Parade, popular local bands and choirs have attracted a crowd ranging from 700 - 1,500 people (approx. one third of them children). A children's tent with face painting, balloon sculptures and clowns is also featured. This year's event is will continue with the tradition, offering a perfect setting for your company's exposure. There is sponsorship opportunity available with \$600 cash or in-kind goods for the children's activity tent. The cost of the event is \$40K.



### Sports and Fitness Runs

The Sports and Fitness Program offers 4 major runs throughout the year for Active Duty, Federal and DoD employees and their Family Members. There is an average attendance ranging from 50 - 80 people per race. These are: St. Patrick's 6 mile run (March), **Armed Forces Day Fun Run** (May; an attendance of approx. 800 people, mostly soldiers from all branches of the Armed Forces), Perimeter 5.2 mile run (August), and the Turkey Trot 6 mile run (November). DFMWR offers sponsorship opportunities estimated in \$2,000 for prizes for all the year's races or in-kind goods. There are prizes for the first three in each of the 11 age categories (male & female). Prizes can also be complemented with in-kind goods. The cost of each run for the Sports and Fitness Center is approximately \$950.00.

The sponsoring company's logo will be featured in the DFMWR Caribbean's (monthly 12 page publication) and all other promotional material for the event, to include banners, the electronic marquee and bulletin boards throughout the installation.

### **Army Ten Miler Fort Buchanan Team**

Starting in January of each year, the Sports and Fitness Program invites all interested active duty Soldiers to join in to form a group that practices to qualify for the Army Ten Miler held in Washington, DC, in October. This group trains under the supervision of a volunteer coach, which monitors the progress of group members until a final try-out held in June. Eight members will compose the Fort Buchanan Team based on best times and their attendance to practices. The Army covers travel expenses for the team. DFMWR is offering a sponsorship opportunity estimated in \$1,000 to provide for the local team's uniforms, bags and running gear. The uniforms and gear will promote the sponsoring company's logo while traveling and at the Army Ten Miler site. This is one of the best known 10 miler races in the nation, where Soldiers and civilians from all the country travel to compete. Fort Buchanan's team has finished 20 among active duty open mixed category with 55 teams participating in this category.



### **Fort Buchanan Bowling Center's Anniversary Tournament**

The Fort Buchanan Bowling Center celebrates National Bowling Week in August, with a series of events throughout the week that conclude with an Anniversary 9 Pin No Tap Tournament for adults. There is a sponsorship opportunity with \$1,000 for cash prizes, (the top 3 per category); and/or in-kind goods for raffles during the event. In the last three years, the Anniversary Tournament has registered an average of 50 - 75 adult participants in the tournament. The sponsoring company's logo is featured in the DFMWR Caribbean's (monthly publication) and all other promotional material for the event, to include banners, the electronic marquee and bulletin boards throughout the installation. The total cost of the event is \$3,500.

### **Month of The Military Child**

During April the Fort Buchanan Garrison and the Directorate of Family and Morale, Welfare and Recreation join in a celebration designated by the Army as "Month of the Military Child" and the Child Abuse Prevention campaign. The intention of these campaigns is to recognize military children for the challenges they undergo as part of a Military Family. Events are held at the installation's schools and at all Child and Youth Services facilities. They consist of educational seminars for parents and youth, sports games, recreation activities for children, a family day and an open house. The most attended events are:

**Easter Egg Hunt:** Features games, candies, goodies and refreshments for children and families. Held at an outdoor facility, where the "Easter Bunny" hides surprises for children to find and collect in their baskets. There are prizes for children that collect the most eggs in 6 age group categories. Sponsorship opportunities are available by providing candies, drinks, snacks or with cash to cover the cost of toys and prizes for the winners. Approximately 400 children with parents attend this event. The cost of the event is approximately \$4,000.







## **Friends with “BOSS Program (Better Opportunities for Single Soldiers)**

Sponsorship opportunity through a customized agreement where you reinforce brand recognition and loyalty of your product/service within the Military Active Duty Single Soldiers, and receive public recognition through various post media.

The mission of the BOSS Program is to enhance the morale and welfare of single Soldiers, increase Soldier retention, and sustain combat readiness through planned and execution of community service, recreation and leisure events.

Fun activities are planned by a BOSS council working in conjunction with the Fort Buchanan MWR Advisor and Command Sergeant Major. These events are geared towards the desires of the Single Soldiers on each installation. They include, but are not limited to: sports & fitness, arts & crafts, outdoor recreation, library, travel and community projects. Contact our Marketing, Advertising & Commercial Sponsorship Office for details and appointment.

## **Paid Advertising Program**

### **Outdoor Banners**

Banners are posted at a high visibility fence at an intersection that is the closest connection between front and back main roads of the installation. It is located besides the tennis courts, picnic areas and the “Banco Popular” bank. The stop light there gives vehicle passengers enough time to read the messages from a reasonable distance. This fence is the only location in the installation where commercial/private organizations are authorized to place outdoor banners.

There is an average transit population of 6,000 vehicles per day into the installation. Visitors that enter Fort Buchanan through any of its two gates use this route to visit facilities located in the opposing sides of the installation. Your banner will be exposed to all our Fort Buchanan community, composed of active duty Soldiers, National Guard and Reserve components, civilian employees, retirees and Family Members of all of the above. Many clients have benefited in sales for seasonal items and services, for example, a tax services company that has advertised there for consecutive years from Jan - April.

**Period of one year = \$3,000**

- Banner size, 8” width by 3”height  
(company will provide the banner).

**Period of 6 months = \$1,500 • Same criteria**

**One month = \$250 • Same criteria**

Note: All banners prepared in English or in both languages (English and Spanish).



Posted on the fence for as long as you decide to; just call or visit our office to set-up the details and we will prepare a Paid Advertising Agreement per banner. All advertising needs to be paid in full in advance to our Financial Management Office.

Point of Contact is Jannette Yambó, Phone # (787) 707-3703, Fax # (787) 707-3715,  
E-mail: hilda.jannette.yambo@us.army.mil  
or Neysa Maldonado, Phone # (787) 707-3716, Fax # (787) 707-3715,  
E-mail: neysa.maldonado@us.army.mil

### **Advertising in our “DFMWR Caribbean” publication**

The DFMWR Caribbean is our full color, 12 page monthly publication with a circulation of 4,000 copies. It goes via distribution mail to various tenant and satellite activities (including the Federal Building), posted at the Post Office, PX/AAFES lobby, all DFMWR facilities, the Welcome Center and all Garrison Directorates, also some postal mail is sent to various Army affiliated organizations by request. A link to a pdf version is updated monthly in the DFMWR web page at: [www.buchanan.army.mil/mwr](http://www.buchanan.army.mil/mwr). That has made it an effective choice for organizations that wish to reach the Federal and Military/Families market in Fort Buchanan.

- Cost for the one full page (8½ x 11) Total = \$500.00
- Cost for half page (half page) Total = \$250.00

Contact us and we will prepare a Paid Advertising Agreement per ad. All advertising needs to be paid in full in advance to our Financial Management Office before publication dates.

Point of Contact is Jannette Yambó, Phone # (787) 707-3703, Fax # (787) 707-3715,  
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